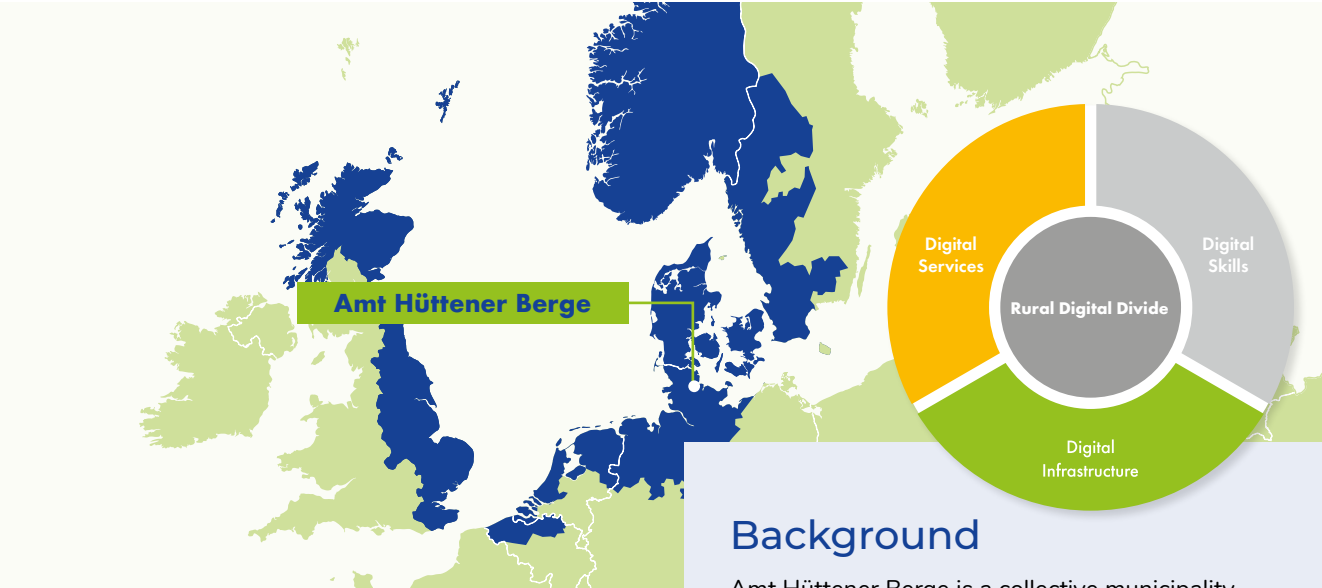


Amt Hüttener Berge, DE

Digital Citizen Portal

The aim of the Digital Citizen Portal pilot was to implement a technology solution, which would modernise information delivery across the region. As part of the pilot, Amt Hüttener Berge planned to build data terminals (large-format digital outdoor and touch-sensitive indoor screens) in public areas, such as village community houses, to share information with citizens and tourists about the region: connecting content and different participants together. Amt Hüttener Berge hoped that through the introduction of these screens (plus some tablets), citizens, elementary schools, local institutions and tourists would be empowered to use new services available through fibre networks.



Designing and delivering the pilot

How has it been designed?

In 2017, Amt Hüttener Berge held focus groups with stakeholders over a 6-month period to discuss the Digital Agenda, a multi-year regional framework for the interaction of digital infrastructure, digital services and e-government. Following this, larger feedback groups, made up of people who were well versed in the projects and/or had a high level of interest in using the project results, were contacted via email and given the opportunity to engage in the debate.

Who is it for?

Local government policymakers and citizens groups were targeted to support the design of the pilot. They were identified based on their involvement in the Digital Agenda.

Background

Amt Hüttener Berge is a collective municipality and service provider for 16 municipalities in a remote area of Schleswig-Holstein. Its strategic aims are to increase the attractiveness of those municipalities and to enhance their competitiveness to neighbouring cities. Modernising how information is provided to citizens and tourists is identified as a priority for the collective municipality. The introduction of data terminals was identified to help increase information flows and allow interaction between the information user and the information provider.

Focus group participants chose local residents, young people and tourists to be the end-users of the technology. Targeting school age and adult learning institutions was also recognised as being important to ensure learning opportunities, given the prominence of digitisation in all areas of society.

How has it been delivered?

Amt Hüttener Berge partnered with local associations to ensure that the screens and tablets could be delivered effectively. They delivered the following technology in specific spaces:

- information terminals: publicly accessible indoor/outdoor weather-resistant screens with limited functionality,
- e-screens: touch monitors with full interactive options, in village community centres such as adult education centres, volunteer fire departments and other local clubs,
- tablets in elementary schools.

They also ran workshops in partnership with the broadband association and the regional development agency to encourage uptake.

Outcomes of the pilot

What outputs have the pilot achieved?

The project has installed 5 information terminals (4 outdoors and 1 indoors), 5 e-screens in community centres and provided 132 tablets for 6 class sets at 5 elementary schools. Using all of this means local residents can more easily access up-to-date municipal services and information.

Wider benefits?

The project implementation involved not only citizens and communities, but also private and municipal companies. Amt Hüttener Berge created a three-stage participation approach to encourage user engagement, which can be applied to future projects:

- Focus groups as a driving force behind needs-based design and development of digital services
- Feedback groups as larger, tailored, 'virtual' groups, not meeting in person. By creating tailored feedback lists for each theme under the Digital Agenda, Amt Hüttener Berge ensured higher involvement from respondents, and an increased number of local actors who supported digital change
- Citizen's forums as a way to amplify media coverage and update people on the status of the project, but also to receive suggestions and critiques.

Lessons learned

Creating a new approach

Through this pilot experience, Amt Hüttener Berge created five guiding principles for both the conception and implementation of digital services:

- High degree of citizen participation: include stakeholders at all stages from design to delivery to ensure expected use is met
- Consistent look and feel: create a standard for digital services, 'if you know one, you know them all'.
- LEGO® strategy: use the same basic technologies for software, customising only when necessary
- Citizen portal: make digital services accessible via a secure user interface that may be personalised by every citizen
- Reusability: Use open source to ensure solutions can be replicated elsewhere by other municipalities.

These principles ensure that digital solutions at the municipality level can be designed and developed effectively, with users (including practitioners and end-users) in mind.

Remaining pilot activities and future plans

Amt Hüttener Berge have delivered the pilot as intended. Future plans include creating training guides on how to use the technology, which will target elderly users in the first instance. They are also associated with another Interreg project, COM³, where their pilot will connect producers, retailers and craftsmen with customers to improve marketing and access to regional products and services.



CORA partners testing out the installed outdoor terminal.
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